



# County of Monterey

**Item No.**

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

**Legistar File Number: 22-1159**

**January 24, 2023**

**Introduced:** 12/5/2022

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

Receive a preliminary response by the Economic Development Manager to Board Referral No. 2022.19 determining the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- 1) Receive a preliminary response to Board Referral No. 2022.19 and;
  - a) Direct staff to proceed with completion of referral based on description in this report; or
  - b) Direct staff to:
    - i) Proceed with completion of referral based on modifications by the Board of Supervisors; or
    - ii) Return to the Board with a more comprehensive analysis of referral and anticipated effort for completion; or
    - iii) Receive referral response as complete.
- 2) Provide further direction, as appropriate.

### PRELIMINARY ANALYSIS:

**Referral Summary & Background:** Referral 2022.19 was submitted by Supervisor Lopez and assigned by the County Administrative Office (“CAO”) on 09/20/2022. The referral seeks to determine the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce. Currently several County departments/offices are members of each of these Chambers of Commerce and are listed in each respective section below. At this time neither the County as a single entity nor the (CAO) is a member of these chambers of commerce.

#### **King City Chamber of Commerce:**

The King City Chamber of Commerce & Agriculture is a group of businesspeople joined together for the purpose of promoting King City and business community, and making King City a better place to live, work and do business. The mission of the King City Chamber of Commerce & Agriculture is to promote, inform and serve the markets through the successful implementation of programs. King City Chamber of Commerce has no County of Monterey department members.

#### **Monterey Peninsula Chamber of Commerce:**

The mission of the Monterey Peninsula Chamber of Commerce is to support member success and promote the regional economy. They are an essential resource to their members, a valuable advocate

for the business community and the driver of inclusivity, innovation, and prosperity for Monterey County.

Economic Development staff currently attends and provides updates to the Economic Vitality Committee.

County of Monterey department members:

- Monterey County Office of Education
- Monterey County Supervisor, 2nd District
- Monterey County Supervisor, 5th District
- Monterey County Workforce Development Board
- WeatherTech Raceway Laguna Seca-County of Monterey

**Salinas Valley Chamber of Commerce:**

The mission of the Salinas Valley Chamber of Commerce is to build a strong local economy by promoting sound government and an informed membership and community. Their vision is a thriving, welcoming Salinas Valley where people, families, and businesses succeed via economic opportunity and growth.

County of Monterey department members:

- Monterey County Supervisor, 3rd District
- Monterey County Office of Education
- Monterey County Workforce Development Board
- Monterey County Agricultural Commissioner

**Proposed Project Description:** Currently the County of Monterey nor the CAO are a member of either of these three (3) chambers of commerce. These chambers of commerce are significant supportive organizations to the businesses in their respective communities. Each provide essential resources, advocacy and programs to help businesses thrive throughout Monterey County. The mission of each of these chambers of commerce are in alignment with the mission, values and goals of the County of Monterey. It would be a benefit for Economic Development to become a member of these chambers as it would provide additional marketing outlets and direct access to the broader business community; however, having the County pay for multiple memberships should be evaluated to determine if developing a single membership for the overall organization would be a more cost-effective use for public funds and achieve greater County collaboration and coordination. This single membership could be managed by Economic Development and developed in partnership with the chambers and interested county departments/offices.

In review of the membership level costs and benefits, each chamber has its own set membership cost and benefits, which is reflected below.

**Estimated Project Cost:** This project has several costs associated with it, including travel, membership and additional staff time.

Membership costs

King City Chamber of Commerce:

- Premier Sponsor cost - \$2,000
- Business Sponsor cost - \$1,000
- Business with 51 or more employees - \$250
- Business with 21 - 50 employees - \$200
- Business with 11 - 20 employees - \$150
- Business with 6 - 10 employees - \$125
- Business with 0 - 5 employees - \$75
- Non-profit or individual member - \$50
- Benefits include the following:
  - King City Business Directory, Chamber members are highlighted.
  - Quarterly News in the King City Rustler, Chamber members' contact information is listed.
  - Beautification Guide, Chamber members are listed.
  - King City Brochure/Map.
  - Chamber Dollar Program, promoting King City businesses.
  - King City Business Phone Card, Chamber members are recognized.
  - Chamber Website.
  - King City Visitor Center wall of information.
  - King City Visitor Center bulletin board.
  - Monthly Chamber Luncheons with informative programs.
  - Mixers at Chamber members' businesses brings people into businesses.
  - By joining the Chamber we can refer your business.
  - The Annual Christmas Parade brings tourists to town.
  - The Big Event honors: Business of the Year, Citizen of the Year, and Friend of the Community.
  - The King City Business Directory provides advertisement opportunities.
  - The Quarterly News in the King City Rustler promotes your business.
  - Residential and Business Relocation.
  - Visitor and Tourist Information.
  - Business Lists.
  - Monthly Membership Meetings.
  - State of the City Address in January.
  - Inquiries to chamber referred to members only.

Monterey Peninsula Chamber of Commerce:

- 0-500 employees - \$395 to \$1,738
- 501-1000 employees - \$1,974 to \$2,923
- 1001-1500 employees - \$3,160 to \$4,109
- 1501-1800 employees - \$4,345 to \$4,820
- Banking or Financial Services - \$790
- Military Installations - \$1,805
- Non-profit, government, or educational institutions - \$295- to \$1,714
- Benefits include the following:

- Improve your organization's bottom-line through: access to new customers, business contacts and partners; regional development resulting from Chamber initiatives; and access to business resources and information.
- Increase your business opportunities and referrals through unique business-to-business, business-to-consumer and business-to-government networking opportunities, access to the Chamber's social media sites, and invitations to receptions and gatherings where the "Who's Who of Monterey Peninsula" gather.
- Expand your visibility in the Monterey Peninsula Region by taking advantage of numerous promotion and publicity opportunities, media exposure, customized sponsorship advertising packages, use of MPCC social media, and through networking events and opportunities to engage with peers and business leaders.
- Enhance your business credibility by associating with a respected and credible hundred-year-old organization and its membership of leading businesses, community leaders and influencers.
- Gain a voice on key business, government and community issues through advocacy opposing regulations, taxes, fees, and assessments directed at the business community and by serving on advocacy-focused committees and task forces that align with your interests and needs.
- Engage with like-minded peers by sharing your challenges and problems with people who understand and face many of the same issues, exploring best practices that you can apply in your business and engaging in programs that the Chamber provides that everyone in your organization can engage in: networking, peer-to-peer discussions, and professional development opportunities.

Salinas Valley Chamber of Commerce:

- Visionary - \$10,000 with the following benefits:
  - Gift a one-year Marketer membership (\$825 value) to the non-profit, BIPOC or female-owned business of your choice, includes public presentation.
  - Spirit of Salinas Award Sponsor - you select, and we present recognition to those who are doing great things in our community.
  - Talent Recruitment Concierge services for up to four key recruits a year (\$2,000 value).
  - Additional businesses or regional branches included, up to ten (\$4,500 value).
  - Plus all of the services and benefits of stakeholder, leader, partner, marketer and business levels.
- Stakeholder - \$5,000 with the following benefits:
  - Reserved seat on the CEO Advisory Board Exclusive!
  - Invitation to Past Chairs Luncheon.
  - Additional businesses or branches, up to five (Business Level, \$2,250 value).
  - SalinasChamber.com annual sponsor - special recognition on our website as a premier investor with your logo linked to your company's website (\$1,000 value).
  - Recognition in each issue of the Salinas Valley Business Journal nine times per year and each e-newsletter twice per month.

- Plus all of the services and benefits of leader, partner, marketer and business levels.
- Leader - \$2,500 with the following benefits:
  - Article on your organization or leader published annually in the Salinas Valley Business Journal.
  - Opportunity to speak before the Chamber Board & Staff or invite to your worksite.
  - Reserved seat at our annual Legacy of Leadership Gala.
  - Banner ad on SalinasChamber.com for the lifetime of your membership.
  - Personal membership concierge to help facilitate your extensive benefits.
  - Additional businesses, locations or branches included, up to three (\$1,350 value).
  - Plus all of the services and benefits of partner, marketer and business levels.
- Partner - \$1,250 with the following benefits:
  - Annual invitation to our exclusive Power Lunch with our President, hosted by the Salinas Valley Chamber.
  - Complimentary ticket to our Annual Awards Luncheon.
  - Pre-invitation to Chamber Special Events.
  - Special invitation to be the Chamber CEO's guest at a Downtown Salinas Rotary meeting.
  - Chamber re-writes and distributes your press releases (up to two per year) to enhance your visibility with local news outlets.
  - Single membership includes up to three organization locations or branches.
  - Complimentary use of the Chamber's conference room, up to four times per year.
  - Plus all of the services and benefits of marketer and business levels.
- Marketer - \$825 with the following benefits:
  - Online Business Card includes highlighted business listing and search-engine-optimized profile on SalinasChamber.com (\$300 Value).
  - Ribbon Cutting services for your grand opening or business growth celebration, or two member message ads per year to over 2,500 email subscribers (\$300 value).
  - Banner ad on SalinasChamber.org for the first year of your membership (\$500 value).
  - Plus all of the services and benefits of the business level.
- Business - \$450 with the following benefits:
  - Business spotlight featured on our social media and in our e-newsletter and our Salinas Valley Business Journal (\$400 value).
  - Invitation to popular Chamber networking events (lunches and no-cost mixers) (\$125 value).
  - Access to no and low-cost marketing through social media, e-newsletters, and our Salinas Valley Business Journal.
  - Business referrals exclusively to members.
  - Profile on SalinasChamber.com with your logo and contact information.
  - Subscription to the Salinas Valley Business Journal.

**Travel Costs:**

- Should meetings and events take place outside of standard work hours and not be included in membership benefits, additional costs for mileage reimbursement and events costs would need

Legistar File Number: 22-1159

to be factored in on an annual basis.

Staff Time:

- An estimated 5-15 hours a month is anticipated to be spent between the three (3) chamber meetings and events.

**Staffing level estimate:** Staffing will involve the Economic Development Manager as the lead member for an estimated staff time of 10-20 hours a month.

**Departmental Challenges:** Funding is not currently budgeted in the Economic Development division to join as a member of each of the three (3) chambers of commerce. Each chamber has varying levels of membership costs, which causes difficulties in determining equivalent memberships. If it can be negotiated it may be fiscally prudent to have a consolidated County membership, which may allow for a more cost-effective use of public funds.

**Proposed Response Date:** Depending on Board direction, staff proposes response back to the Board in April 2023.

OTHER AGENCY OTHER AGENCY INVOLVEMENT:

Staff has consulted with County Counsel.

FINANCE:

There are fiscal impacts associated with the recommended actions. Funding is not currently budgeted in the Economic Development division to join as a member of each of the three (3) chambers of commerce

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The opportunity for the County of Monterey to join the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce supports the Board approved strategic initiatives.

Mark a check to the related Board of Supervisors Strategic Initiatives

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

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Attachments:

Board Referral No. 2022.19

Board Referral No. 2022.19 PowerPoint